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The Industrial Labour Welfare Association Ltd.,
COIMBATORE.

SPEECHES BY

Mr. T. M. Narayanaswamy Pillai, M. A., B. L.,

Vice-Chancellor, Annamalai University.

and

Mr. G. D. Naidu,

President, I. L. W. A. Ltd., Coimbatore

on

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At the India Club, London, on 25—10—58 Mr. T. M. Narayanaswamy Pillai, Vice-Chancellor gave a dinner to the students of the Annamalai University and made a speech, wherein he paid high tributes to Mr. G. D. Naidu for his various activities – industrial, scientific, agricultural and medical research.

Welcoming Mr. J. C. Rogerson of E. K. Cole Ltd., the Vice-Chancellor referred to the importance of Visual Education and the need for the production of Educational Projectors in India.

Mr. G. D. Naidu, while thanking for the reception, spoke about the importance of Educational Projectors for imparting education to our youngsters in various lines in our country. He pointed out that Mr. Rogerson of E. K. Cole Ltd, and others were willing to give machinery and equipment for the manufacture of Educational Projectors in India at a very cheap price. He stressed that it was worthwhile to go in for them without delay. Mr. Naidu concluded by saying that the Government should come forward to utilize such offer.

India Club, London.

Mr. T. M, Narayanaswamy Pillai, Vice Chancellor of the Annamalai University, gave a dinner to the students of the Annamalai University, studying in the United Kingdom. Mr. G. D. Naidu who was then in England and Mr. J. C. Rogerson of E. K. Cole Ltd., had been invited and they were kindly present.

Speech of

Mr. T. M. NARAYANASWAMY PILLAI

My young friends,

I am very glad I have this opportunity to meet you all here in this country and I thank you for having kindly responded to my invitation. I know some of you have taken the trouble to go here from the northern end of Scotland and this shows your kindness and love for your Alma Mater.

One fact enhances my pleasure on this occasion and that is the presence of our good and esteemed friend Mr. G. D. Naidu.

I have very great pleasure in welcoming him to our midst. He is very much interested in our University and in the welfare of our students. Who is there amongst us who does know his varied and benevolent activities? He is, as you know, a pioneer in many fields - industrial, scientific and agricultural.

Earlier in his career automobile transport claimed his undivided attention. Whatever he does, he does to perfection. He organised the transport service in our state on a magnificent scale; he removed many bottle necks; he wiped out corruption. He introduced a new spirit. Efficiency and public good were the sole ideals he had in view and he succeeded wonderfully. So glorious was his success that he earned the name of "Transport King" in the Madras State. If he had thought only of himself and his family, he would have surely amassed crores and enriched himself beyond measure.

But that is not the ideal he set before himself. He is made of nobler stuff and inspired by nobler ideals. He loves our

country and our youth and his all consuming passion is to educate our youth on proper lines and through such education to establish industries in our country. He is convinced that India could advance only if she was able to organise, start and establish industries in our country and he knows that for achieving this objective, the youth should be properly trained. Hence during the later portion of his career the transport service ceased to claim his attention; instead he has been devoting all his time and energy to and spending a good portion of his hard earned wealth on the industrial education and training of our youth. In a word, to compare great things with small, he is the "Nuffield of India". That was how a Governor of our State described him. In some respects he is even better than Nuffield He does not stop with giving money for Education, he takes part directly in teaching and guiding the youth; he gives a practical bent to Industrial Education in South India.

It is not possible for me to describe adequately his energy, enthusiasm and

benefactions for the cause of the education of our youth. I have great pleasure in welcoming him. With equal pleasure I welcome Mr. Rogerson of M/s E. K. Cole Ltd., London. His presence here to day shows his interest in our country and in our youth. I am greatly impressed by the turnover which that company is making every day - 1,000 Television sets and 2,000 Radio sets a day - my poor mind cannot fully comprehend the scope and vast usefulness of the service which the company is doing to the public. Mr. Rogerson is quite a charming figure and I am sure his innerself is as quite charming as his outerself. I am told he is interested in Projectors - Educational Projectors. We are now in the era of visual education and these educational projectors could do a good lot to transform the whole field of education in our country, and all the problems of education would get solved. Hence I have great pleasure in welcoming both Mr. Rogerson and Mr. Naidu to this meeting and, my young friends, you must have

been feeling how fortunate we have been in having in our midst these two friends today.

Friends,

You have got great lessons to learn from the United Kingdom and from these two gentlemen. I am sure you are reaping full benefit from your stay in the United Kingdom. I am sure your knowledge is becoming deeper as well as wider and you are developing a liberal out look.

Once we are out of our country we realise how much we owe to the United Kingdom and international cooperation; once we are here, we do not think of our country alone. We instinctively feel that we are all servants and instruments in the cause of progress of humanity as a whole. No doubt we love our country and we must do everything in our country to do our best to raise the prestige and material prosperity of our country in every way. Responsibility lies on you. I am sure you will give a good account of yourselves in this country and when you return home

I am sure you will be heartily welcome and be great and useful instruments to build up our nation's prestige and prosperity.

I wish you all good luck and happiness.

I thank you once again.

Speech given by

Mr. G. D. NAIDU,

at a Dinner Party given by
Dewan Bahadur T. M. Narayanasamy Pillai,
Vice Chancellor, Annamalai University,
on **25–10–1958,**
at INDIA CLUB, LONDON.

Mr. Rogerson of E. K. Cole Ltd., and Mr. G. D .Naidu also were specially invited by the Vice Chancellor for this party. In this meeting Mr. Naidu gave the following speech in reply to certain observations made by the Vice Chancellor and the Students :

Dear Vice Chancellor,
Mr. Rogerson and Friends,

1. I did not think that I will be able to come to this meeting. I came to Germany in connection with some business. On arrival in Germany, I received letters from Federation of Indian Chambers of Commerce, New Delhi and from the Indian Chamber of Commerce, Coimbatore and also letters from Far Eastern Conference asking me to attend Far Eastern Conference at New York as a representative of the Federation of Indian Chambers of Commerce with other members. When I arrived on September 15th, I had no hope to get French and America Visas to go to England

and America and also I had no hope to get a berth in the ship in England to go to New York to attend the meeting on 24th September. Fortunately, I got both the visas in one day's time and so also I got a berth in the ship in order to reach a day earlier in New York to attend the meeting. After attending the meeting, I booked in the "United States" Lines which did not sail on account of strike. As a result of an operation I had, I am advised by Doctors not to travel by plane or even in trains or in the car unless I got a seat, inclined sideways. On account of this, I am not travelling in the planes for the last 5 or 6 months.

Hence, I waited and came by a German boat, then after seeing the Brussels Fair on my way to England, I arrived here last week. My intention was to start to-day itself to Germany to finish the pending works but I could not refuse the invitation of the Vice Chancellor. Hence I am fortunate to meet you all here and to hear very interesting subjects discussed by all of you here.

2. The Vice Chancellor and yourself praised me too much. I do not know whether I deserve it or not. But I thank you all for the invitation of the

Vice-Chancellor and for the kind words expressed so profusedly about me and also for the opportunity given to me to speak here particularly in the presence of the Vice-Chancellor and many other friends who are more interested and connected with educational line.

3. Ordinarily, any person if he undertakes a work, or enters into a profession or learning, it is a difficult task for him to know then and there what the difficulties or troubles are or what is good or bad. In the same way, our Vice-Chancellor as Vice-Chancellor or you friends as educationists in the educational line you would have experienced that it is difficult to identify which is good, which is bad, which is fit or which is not and to select what is best that is wanted. In my case, I was able to see in and out about the best materials, and bad materials by practical experience as I was not a student in any of our schools or colleges. Being outside, I was compelled on account of my business activities to find out the personnels for my works. In this connection, I have to analyse their abilities in education and behaviours. For several years, I have observed the youngsters as well as elders in our country by various tests as adopted in Western countries for a long time.

4. On account of climatical conditions, on account of food available in particular area, prevailing environments in that area and to a small extent races, make the people to have different type with different quality in mind and body. We cannot find all people in all places with same behaviours on account of above reasons. In some part of the world, there are people very rude and rough and with very bad behaviours with a brain not fit for any useful work. In some other parts, we find very healthy people with better brain work and creating best environments for others also.

5. Now in Western countries, particularly in England, Germany and in few other countries, there are very clever people as scientists, doctors, engineers and so on. They have very good environments so that even the ordinary youngsters can develop their mind, their brain and their body to the best level. By providing materials for their continuous research and practice, yesterday youngsters are becoming experts in short time without much difficulty and expense.

6. If we take in London, the young students even in the age group of 15 to 20 can go to work in some factories or offices or houses. They can earn something to

live and in addition, they can learn the work as well as moving with other people and seeing various places and materials. Thus, they were able to learn much more in practice than they were able to get in the schools. In addition to this, there are facilities for these youngsters as well as older students to go to schools to learn theory as well as practical work either in the mornings, or evenings or nights while attending to their practical work outside. Almost all schools have provided the latest materials which can help to impress their knowledge in the minds of the students without spending much energy or any other expenses.

7. In the same way, in Germany also, there is a condition that after 14 years of age, every boy should go to a workshop for practical work for 3 years at the same time attending the schools for some days in the week - in some cases attending the evening or night classes. Without this apprenticeship, he cannot go to a Diploma or degree course. Equally to give the best knowledge in theory connected with practical work, no schools are without projector and films.

8. For the last more than 25 years, all expert educationists made the research

in which to find out better ways and means to give the knowledge in short time with less efforts and expenses. Amongst such materials, the Educational projectors and the Educational films top the list. Only after these come all scientific materials, laboratory equipment, books, papers, pencils and everything. A film in Tamil "Bring The World To Class Room" described here.

9. Now let us see how is our country in these matters. We have better climate than many of other countries. We also grow good food materials perhaps better than the materials produced in other countries. We have finest environments in the world under the influence of religion and the Indian philosophy. Then we have also best scientists and strongest people and fine young boys and girls with best behaviour. Then we have the boys with the highest brain also. We have able administrators and excellent politicians. Though we have all these, the country is backward on account of various reasons. Though very good grains are produced, it is not sufficient for the population. Though the philosophy is the best one, it is narrowed down to several divisions in religion and castes - numerous introduction of low standard ways and means in the names of

Gods and religions – then unended quarrels between different sects for hundreds and thousands of years.

10. In the last 100 or 200 years under the British Government, there were no wars or any other troubles and gradually improvements were attained in education, agriculture and in general living standard. Of course industry also developed but it is very slow and all these things are not in proportion to the growth of population. At present, less than 1/3 of the population have got the smell of education, and even this education also is not upto the standard as the Vice-Chancellor and other educationists would desire. On account of the poor nature of the country in researches or other methods, no improvement is obtained according to the needs while Western Countries have gone through very rapidly in developing the scientific ways and means to give education to work in industries and to live in high standard. Though we have the boys with highest brains, with strongest bodies, the facilities available for their development is very meagre. For example, there are no sufficient schools and even in the schools that are functioning, no sufficient space is available and no materials too, no sufficient efficient teachers to help for developing the education. Though

educational authorities from the time of British Government tried their best, they were not able to develop to the extent of the needs.

11. I know one highest Education Officer of Madras State Mr. Stratham who tried his best to introduce the Educational Projectors and films in all schools. But he was not able to fulfil his desire on account of difficulty in finance and on account of war. Even after the war even in this independent Government, though there are many schools and colleges, they are not sufficient for requirements. The Government changed the educational system but the result became negative, instead of doing any positive good. I am not telling all these against the Government or any-body with any prejudice. It is not the fault of any body. The first obstacle is the finance. The second impediment is, I am sorry to say that, the authorities connected with education are not inclined, perhaps to take the responsibility or perhaps they do not know what to do. Of course, they need not make any researches as they have done in Western Countries with elaborate expenditure of funds and energy. If we follow their ways and means, within the limit of our funds, it will do for us. Our youngsters are not behind any of those of

other countries in the matter of ability or strength. Unfortunately still even in these modern days, no proper way is followed. Of course here and there, the Government is trying their best to do something in this line but with no results as their action is something akin to mixing a pound of sugar in the sea.

12. In such a vast country as India, additions of a few Colleges, or few laboratories and scientists even with the supply and help of U. N. O., England, Germany, America and other Countries is not at all sufficient because the development of Education should begin from the bottom and then it should grow. But here unfortunately, all these help and energy go to a few places and that too in some improper way and no one is able to realise this. In such a state of country, the best and the only way to educate the mass of youngsters as well as elders is to introduce them to the visual education.

13. In 1933–34, I saw the usefulness of the visual education while I was travelling in Europe and America. Knowing the unlimited advantage of this visual education, I took much interest to introduce this system in our country. In 1939, Mr. Devry and Mr. Victor who are the inventors of

Educational projectors, promised to help in manufacturing the projector as well as to produce educational films. In 1939 itself, I made a film in Tamil language in New York in which the usefulness of visual education was explained very clearly.

14. In this context, I would like to tell something which prompted Mr. Victor and others to come forward to help me. That context also proved one of my convictions that opportunities do present to every one and every one should be watchful to seize and act on it. Otherwise, they will slip by.

15. One day when I was walking in the streets of St. Louis, I saw a notice in front of a building regarding National School Administrators Convention. Having been always alert to know something about Education in order to help our country, I peeped into the hall, where the meeting was going on. Various producers were exhibiting their projectors for visual education in the presence of the members. Nobody noticed me as it was dark. After seeing these films, every one was, in turn, asked to give the choice of their projectors and the reasons for that. I never knew that those present were by strict invitation for the purpose of the selection and as I

was there, the president asked me also not knowing that I was an outsider. I expressed my view favouring Devry's projector. A comparison of Devry projector and Spencer still projector explained how it is a national waste to follow old methods and explained the advantageous of new methods and Devry Projectors.

Finally this projector was selected by majority of the members. Mr. Devry came and hugged me and thanked me.

16. Mr. Devry was spending a lot of money in America to advertise about his projectors, though everyone in America, knows so well about his projectors. So, I suggested to him that the best place for advertisement is India to which he readily agreed and a settlement was arrived at between us. Accordingly, I should be given the training in his school to operate their projectors and Mr. Devry was to supply 250 projectors (costing about 5 lakhs of rupees) free of cost. In return, I have to train 250 students. I have to distribute those 250 projectors in all the 25 districts of the then Madras State at the rate of 10 for each district. Then the question arose regarding the films to supply to these 250 institutions. It is not easy to find out enormous number of educational films with

heavy finance. After a long discussion, we reached the final decision that Mr. Devry will send his representative to India for whom I had to give a letter of introduction to Sir Charles Cunningham to get visa for India for Mr. Devry's representative and another letter to Dr. Subbaroyan who was Education Minister and who took much interest in the youngsters' education, introducing the representative to decide about the films to provide for the schools at the Government expense. Accordingly, after getting his visa, the representative was sailing by the ship. Unfortunately, the ship in which he travelled was bombed near Gibraltar and nothing was heard about him for 8 months. After several letters from Mr. Devry and after many letters between me and Sir Charles Cunningham, we came to know that he was lost in the bombed ship. Hence that scheme came to a standstill at that stage.

17. In the meanwhile, while I was attending a visual education Exhibition in Chicago, I met Mr. Rose, the Vice President of Victor Anematograph and Co., and Mr. Victor, the President of the Company and the inventor of educational projectors. They agreed to start a factory in India, in which case, the projector produced would cost below Rs. 1,000/- while it was sold for

above Rs. 4,000/-. Further, they asked me to work in their factory. Accordingly, when I was working there, I made almost all the parts of the projector what is made in that factory with other parts obtained from outside the factory assembled a projector and brought with me to India which is still giving excellent service without any trouble except changing belts and valves, two or three times in this eighteen years.

18. Such are the projectors wanted for our country as there are not many projectors in our country and so no technicians available throughout the length and breadth of our country. Of course my aim is, when projectors or radio factories started, technicians are also to be trained. For all these, Mr. Rose promised to give all the help. From that time onwards, I am trying to manufacture the projectors in our country.

19. Now for this company, Mr. Hy. Schwartz and Mr. Morris Schwartz have been President and Vice-President, while Mr. Victor and Mr. Rose retired. By their introduction to Schwartz Brothers, they also are very kind and they too promised to give all help. Few days back, when I was in New York, staying with

Mr. Sundaram, General Manager of Pandiyan Bank in a hotel, Mr. Jones, one of the Directors of Victor Co., took us in his Car to the factory, which was 100 miles away where both Mr. Morris and his brother took us around their fine new factory and we were shown the entire process of projector manufacture explaining in detail all processes. In addition to this, they promised all jigs and some machines for manufacturing a Camera with a name as 'Kalart' which was very much praised by American papers and photographic enthusiasts. We saw the jigs and dies which alone may cost about 6 lakhs of dollars. We were promised this equipment more or less free or a nominal price in order to help to develop our industry. I do not know whether our Government will permit this or not. But they promised to give projector heads to satisfy our consumption until we manufacture completely.

20. One can say why can't we buy projectors at cheap price? It is true. It will be better to buy cheap projectors for the poor countries whose finance is meagre. It will be excellent in all other lines but in the matter of projectors, it becomes more expensive and becomes more useless by purchasing at cheaper price in the beginning. I shall explain how it is.

21. In a town 25 miles away from my place, a school purchased a sound projector which became a silent projector in 5 or 6 months. It remained a silent projector for some years. In the same way, 50 miles away from Coimbatore, a T. B. Sanatorium has got one projector which also went out of order in a few months. For the last 2 years, it is lying idle for want of one or two very small parts and even if parts are made available, technicians are in want to service such machines.

22. We can get automobile parts, sewing machine parts or any other electric machine parts in almost all towns and even in many villages. In Coimbatore alone, there are more than 50 automobile part dealers and repairers whereas 25 years back, there were only two dealers and one automobile garage. In the same way for any other business, there are more people to learn the business and there are more people to invest capital and they get very good profit also. Even to-day, many people are prepared to invest in spinning Mills, in automobile factories, in Cement Companies, in Coffee Clubs, hotels and in many other business because they are reaping fat profits even after meeting the very high income-tax, sales tax and other taxes. While so, for projector industries,

no one is coming forward to invest money in manufacturing. The main reason is that the purchasers of the projectors are not the rich people. The main purchasers are the educational institutions and very few people in the whole population. It is not a daily need for all people as they need cloth or food or transport or such other things. Therefore, it is not produced in larger quantities as automobiles or sewing machines or cycles or refrigerators or electric heaters or razors or razor blades. And the purchasers are also not many. Therefore, the profit is meagre. Further, the technical skill needed for this is very much higher than needed by many other industries.

23. In many Western Countries some years back, many people came forward for investing and several firms were started to manufacture these projectors but many of them lost heavily and closed their factories or many of them switched on to other lines of industry. Only very few escaped and are existing even now. In such a big country like U. S. A., even there, only a few factories are existing which can be counted by fingers. Even in England, only 3 or 4 factories are manufacturing these projectors. In Germany also, only two or three are manufacturing. In Switzerland, there is one company and in Austria, one

company is manufacturing 16 m. m. projectors, which are needed for the educational institutions. Of course, equipments in small projectors and cinema size equipments are manufactured by several firms.

24. In the present circumstance, in our country I don't think several people can come forward for investment to start this kind of industry unless Government or any other institution who are not expecting the profit take the burden, there is no hope for starting a factory of this type. Perhaps, very slowly after some plan periods, it may develop when the general standard is raised.

25. Going through all these very minutely, as a duty to do some public work, I thought this one will be more useful than doing a charity by constructing temples or choultries or any other kind of such investments. Then I made arrangements with Victor Projector Company of America for manufacturing these projectors in India in 1940. On account of war, every thing was brought to a standstill. Then in 1950, by the pressure of Madras Education Minister, I again went through this work but several obstacles cropped up in the way and I was not able to do anything. Then in 1954, again while I was here, I studied the latest

development spending more than a year. I made arrangements to start the factory with the help of Victor Projector Co. You know why I am hanging on this Victor Projector Co. The projector made in 1940 by a raw hand like me is still giving a perfect service. Then in manufacturing this projector, this company is giving all help and they are very good people to do any negotiation. From 1955, I have tried my best to get the licence to import the machinery and to start the factory. I sent some apprentices also for training. With all these, I was not able to get the help to start the factory.

26. Though I explained to several Government authorities, though they understand and realise the nature of the industry, still something or other stands in their way. Now finally at the beginning of this year, I applied for licence. I do not know what happened. Of course this Government may say an excuse that it is very difficult on account of foreign exchange while they are spending a lot of foreign exchange in various ways which can be avoided, and can be utilised for useful and urgently needed purposes like this.

27. Now to start a factory for production of this type of projectors for the

requirements of our country, it may require not only 20 to 30 lakhs of capital but also considerable amount of time - at least 5 to 10 years for training the people and to have profitable production. Now in this case, Mr. Rogerson of E. K. Cole Ltd., who is here and who was introduced to me by Sir Charles Cunningham came forward to help us. Mr. Deric Cole, the Managing Director of E. K. Cole Ltd., also visited our place last year. They all know how we are using this visual education in shortening the automobile and Radio Courses from 2 - 3 years to 6 weeks.

28. E. K. Cole Ltd., is a very big company producing more than 1000 television sets per day and 2,000 radios per day. Apart from this, they are producing enormous quantity of plastic and other materials, last year, they had licences for manufacturing Victor Projectors here in England. For this purpose, they have made all jigs, dies and other machines required for this purpose. On account of the development in other lines where heavy machines, technicians and space wanted for other works, they kept this work pending. When myself and Sir Charles Cunningham went and discussed with Mr. Rogerson and other directors they agreed to give the entire dies and jigs they have and also they agreed

to give some parts which they have manufactured for these projectors. In any industry, we can say jigs and dies are more important than machines even. Machines are generally available in all places but the jigs and dies are not articles of general sale. They are made for a particular purpose, by their very skilled designers and experienced Engineers and they are very costly and are not available outside. On account of these any concern, who comes forward to participate in a scheme like this, demands 5 to 10% royalty. In this case, the jigs and dies required for this were estimated at £ 60,000 if they were to be purchased from outside. This company decided to make these for themselves and to-day it would cost about £ 27,000. Then the partly manufactured parts are also very costly. They have, however, agreed to give all the complete set of dies and the parts they have for a low price of less than £ 8,000. Nobody can dream to get such valuable materials for this price. Not only myself but all our people should thank Mr. Rogerson and Mr. Cole for this generous offer. But unfortunately, our Government authorities, not understanding these matters are not giving any help. I am not asking any finance or any other help. Only I am asking licence to import this, which they are refusing or saying some lame excuses.

Perhaps they may say the applications were late and this form is not proper or this information is not sufficient in filling up this form or no chalan or such other thing. Even if the Minister wishes to give the licence, the machinery set up for this purpose is avoiding or refusing for some reason or other to give licence for this kind of work. I don't want to make any remarks about our Government. What I am saying here is, again I will go and try to get the licence. If it is refused, I will be a fortunate man to retire from this nasty business which hitherto was thought as the finest and useful business. I then have to enter in some other work which is told as a nasty and worst line for a sensible man. But I will rather enjoy that than seeing and feeling this pin prick work.

29. Of course the Vice-Chancellor and other friends may not agree. Mr. Rogerson is waiting for the last one year and keeping the materials to give to us incurring godown charges, insurance, interest etc., while several others are ready to knock away the equipments. He will agree my entry in whatever line if I am able to do in a short time. I do not know how to return the help and how to thank them for the help given by them.

30. Again I have to thank the Vice-Chancellor for giving me this opportunity and also I have to thank Mr. Rogerson for his kind help. Also, I thank all the students of the Annamalai University and all other friends assembled here.

JCR/CD 11th November, 1958.

Dear Mr. Naidu,

Thank you for your kind introduction to the Vice-Chancellor and his University colleagues. I enjoyed his party and the opportunity to speak with so many of his pupils now studying at English Universities. I enjoyed your address, too, and appreciated the kind remarks you made about the Company which I serve.

It was heartening to recognize the support given you by the Vice-Chancellor in your aims to further Visual Education by setting up a Plant to manufacture 16mm. projectors. As an Educationist he would naturally appreciate the value of mass instruction in relation to the millions of people in your country to whom visual training is the only short cut to the acquisition of industrial skills. He is also in a better position than most people after his recent extensive journeys to evaluate the giant strides in Science and Technology which have been made during the last decade. Such is the speed of this advance that even fully industrialized countries lag for behind in the race. One fears that the handicaps which face India due to her vast size and population appear to be

increasing rather than decreasing if traditional methods of education are followed in relation to industrial training.

In your address to the group you summed up a number of difficulties you are facing in the matter of import licensing and foreign exchange. You mentioned, too, how difficult it is to bring Authority to recognize that a "Single picture is worth a thousand words". That is a problem which only you and your friends can solve! From the report given us by Mr. Derek Cole, after his visit to Coimbatore, on the amazing results achieved by your own Visual Training Scheme in operation there, – no one **outside** India could provide a better practical illustration in support of your designs. You have achieved success on the spot, with average trainee labour and the results are there for anyone to see!

On our side we can only help by making it easier for you to carry out of your desire to manufacture motion picture projectors. Fortuitously, we are in a position to do so since we have relinquished our interest in this field due to priority requirements which have absorbed the necessary labour force. We therefore have available the necessary tools, jigs, dies and plans together with ancillary electronic

equipment required for production. On your side you have the technicians trained in operation of Setright Machines and many machine tools of Continental design. Your electronic engineers are capable of following the amplifier sound system development which would succeed the electronic assemblies supplied by us to give you a start. The ancillary equipment includes sufficient lenses to see production well under way. It may be necessary for you to import lenses once you are embarked on full scale production, though it seems likely to us that India will be setting up an Optical Industry capable of provisioning you by that time.

The Magnetic equipment offers you the means to equip any Victor sound projector in use in India to carry out recording in the local language of the many Educational Films which carry English-Speaking commentaries at the present time. We offered you these tools and the whole range of associated equipment for approximately £ 14,500, a price which you, as an experienced industrialist, will recognize as less than their break-up scrap value.

The tools and equipment have been inspected by you and a number of your engineers on three occasions. We know

that you recognize that, while the original cost of the tools alone was £30,000, it would be impossible to replace them under £ 50,000 at present day prices.

The value of the amplifiers, speakers, transformers, lenses and cases is in excess of £ 17,600.

The magnetic equipments retail in U. K. at £ 57.15.0 each!

Reverting to the remarks of the Vice-Chancellor at our meeting, as an educationist he expressed his firm belief in the value of Visual Training and promised his support to your cause. In this case, I think that his support would reap more rapid benefits if the emphasis is placed as much on you as on the cause itself, for the following reason. If the Government or any other company elects to manufacture 16 mm. projectors it will face:

(a) A costly and lengthy development term in designing

(b) Costs of around £ 25,000 for machine tools followed by the major cost of manufacturing the necessary dies and jigs which would not be obtainable under £ 50,000

(c) Establishment of a factory in an area where specially trained technical labour is available. (The finding of this type of labour is very difficult in the U. S. A., Great Britain and Germany)

In contrast with this long and costly programme, you have the factory, the skilled labour, the machine tools and – with our offer – the means to make an early start at a fraction of the cost.

Now, to deal with the practical side of the arrangements between us, to make the position clear, may I recapitulate certain details.

(a) In the Autumn of 1957 you made your first inspection of the manufacturing tools, projector parts and magnetic recording equipments and accepted our offer to sell these for the sum of £ 14,500.

(b) You agreed to bear package, freight and insurance charges assessed at 15% of this sales figure.

(c) To take delivery by the end of March 1958. On our side we agreed to hold this equipment

until the date mentioned, and to bear the insurance the godown charges which amounted to £ 58 per month.

(*d*) In June 1958, after a second inspection by two of your engineers you explained the difficulties you were encountering in securing import licences and requested us to extend the period of our offer. You also asked us to resubmit invoices for the Tools and Accessory Parts separately and to omit our quotation on the Magnetic Recording equipment thereby reducing the total cost to £ 7,150. To this we agreed, holding open our offer until your arrival in this country in early October.

The news you brought relative to the import licence situation was not encouraging. We appreciated your optimism and admired your persistence but the feeling of my Principals was that we could now consider ourselves free to dispose of the equipment through other channels.

Against this feeling you have stated that your efforts of the past year will be wasted if our offer is withdrawn now. In

this you have the support of the Vice-Chancellor and his colleagues. With some misgivings on our part, my Principals have agreed to make a final extension of the offer to March First, 1959 on the following terms:

(*a*) That you accept this extension to March First 1959 as final, agreeing to release us from obligation on that date if licences have not been secured.

(*b*) That you agree to pay the godown storage and insurance on the equipment reserved for you as from November 1st 1958.

(*c*) That we limit our offer of Magnetic Recording equipments to a total of one hundred.

(*d*) That you accept our offer, which is made under three separate heading. (Tools, Projector Parts and Transformers, Magnetic Equipment) as complete individual shipments which cannot be reduced in quantity. (i.e. We will not contemplate piecemeal sales of any section).

(*e*) That our terms of sale are strictly on a Letter of Credit basis.

Finally, as you have explained that you have to apply for Import Licences to different Government Departments and in the names of various of your Companies and Training Institutes we have presented the Invoices in your name and leave you to name the Companies as you see fit.

Whatever the outcome of these negotiations, rest assured that we shall always wish you success in your farseeing efforts to help your Country in the field of Visual Education.

Yours sincerely,
(Sd.) J. C. Rogerson.

Mr. G. D. Naidu,
Importers (Prt.) Ltd.,
Coimbatore, India.

From,

G. D. Naidu,
Importers Ltd., Coimbatore,
C/o. Festo, Esslingen. a-N,
West Germany.

To 5—1—1959.

Sri. T. K. Palaniappan, I. A. S.,
Director of Industries,
Madras.

Dear friend,

I am enclosing herewith copies of the correspondence between myself and E. K. Cole Ltd. Perhaps, you may be aware of the efforts taken by me for the projector manufacturing for a long time. In Germany, America, England, Austria, Switzerland, perhaps, now in Italy and Japan, these educational projectors are manufactured. In Germany and England, numerous concerns started manufacturing same materials in these centres. For instance, for lathe manufacturing, there are nearly 1,000 concerns engaged in Germany. In the same way, if we take Milling Machines, hundreds of companies are manufacturing milling machines and equipments. If we take motor vehicles, tractors or food materials or medicines dresses, each item is manufactured by many

concerns in all these countries. For instance in Austria, only one company "Eumig" is manufacturing. In Germany, Siemens, Lytax and one or two other companies are manufacturing. In England, one Bell and Howell is manufacturing. In America also, five or six companies such as R. C. A., Natco, Victor, Ampro are munufacturing. In Switzerland, only Bolard company is manufacturing these projectors. Of course, some other companies also started manufacturing but subsequently, they were closed on account of loss or they changed to other business. The reason for not coming to manufacture this Educational projector by more people is this :-

Any concerns entering in the business of food, iron, chemicals or such other things, they get very good profit and also quick returns as more people rich or poor, have to buy for their continous need. But the educational projectors are not purchased by all people. Only schools have to buy them and generally schools are not very rich and even some rich schools or colleges when they buy projectors, they keep for a very long time. Hence, the manufacturing of the projectors is not taken by so many people as in other line of business on account of meagre or no profit. This will apply more to our country.

In our country, when there are so many people coming and pressing for import licences to open numerous factories, not many people are coming forward to manufacture educational projectors. Even if anybody takes this job, it will take some years for manufacturing complete projectors. Ordinarily, fans, sewing machines, typewriters or even lathes, milling machines manufacture is not so difficult but the projector manufacturing is a difficult work as much more skill and experience are wanted, more or less as watch manufacturing or precision tool manufacturing. Even after knowing all these difficulties from 1936 onwards, I took much interest in the Educational films and manufacturing these projectors in India, as I thought that will save enormous wealth and time in spreading the education in any uneducated country like ours.

Naturally, as a businessman, I also have to be careful without losing money in any concern or not to invest capital without any return. But, on account of the usefulness of these instruments for developing the education, I decided to spend some amount as well as my time. Unfortunately, several obstacles came in, between my efforts and production of these equipments mostly by government rules which were framed long

ago when no projectors were used by schools. And also in addition, the obstacles were created by business gangsters. Finally, after very great efforts taken by me and by the influence and friendship, I have got this scheme to manufacture the projectors, though little slowly. In this instance, E. K. Cole & Co., came forward to help us by giving such valuable materials to start work without much delay at a negligible cost. When I was in England last year, Mr. Eric Cole, Managing Director, E. K. Cole & Co., visited Gopal Bagh at Coimbatore. After seeing personally, the training and other activities by using the projectors and films, he came back to England and then agreed to help us by giving the equipment at such a cheap price. Further they agreed to give drawings and other help for manufacturing Motors for projectors.

Unless the projectors are manufactured in India, we can't dream the full benefit of the films and projectors in our educational programme. If we lose this chance, we are not going to start a factory for projector manufacturing unless we spend many lakhs of capital in the form of foreign exchange and for other requirements. Now, I am already tired by my trials for getting a licence for this scheme as well as for some

other industries by writing and running to numerous places several times, waiting for several weeks and months. Finally disappointment was the result. Hence I am writing this to you to take necessary action to get the licence for this most useful work. Perhaps this will be my final attempt through you to get this licence. In case this licence is not available, I will take this as a blessing in disguise for my retirement from this line or to enter other activities.

I met the Minister for Industries and Commerce, Madras when he was in New York and discussed about these matters. He said that he would surely take interest in these matters. He said he would try to get all these licences. And further, when I met the Vice-Chancellor of Annamalai University in London, he also gave me much encouragement when I explained the difficulties in starting such industries, in my speech. Only by the encouragement given by these two friends, I am again trying to bring this scheme into action. Otherwise, I have no idea after I failed in my attempts in the last year.

Now, I request you to go through these applications and recommend not only for the licence but also take some pains to get the licence. I have asked my Secretary to

send this copy to the Minister also. I hope you will do the needful.

Please excuse me for writing this letter going out of the way from normal course.

Thanking you and with regards,

Yours sincerely,
(Sd.) G. D. Naidu.

P.S.: Further when we get this licence, naturally, we will require few projector heads to start with the work. Hence I request you to recommend for 100 Projector heads.

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